

# Maybe they aren't ready for everything they learn.

It's no secret that kids learn about more things at school than just schoolwork. Often, their peers instruct them in the ways of the adult world.

For example, smoking.  
Against your wishes.

And ours.

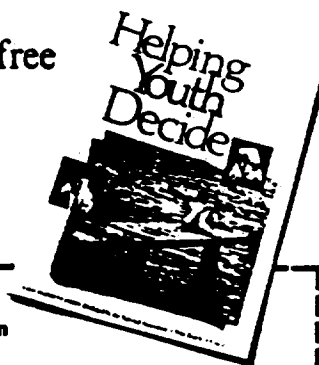
We believe smoking is an adult custom, and that the decision whether to smoke or not

should be based on mature and informed judgment.

Of course, smoking is just one of many practices reserved for adults by traditional or religious or even legal restriction. The list ranges from driving and obtaining credit to military enlistment, voting, drinking, marriage and many more.

All can be discussed seriously between parent and child. You may be assisted in dealing with these subjects by the advice and suggestions in a new program for parents and young teens, published by the National Association of State Boards of Education with the assistance of The Tobacco Institute.

For your free copy of "Helping Youth Decide," simply return the coupon.



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